

**THE EFFECTIVE ELEMENTS OF THE IN-STORE
DISPLAY TO STIMULATE PURCHASE OF
APPARELS AT METROJAYA MID VALLEY**

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**Submitted in Partial Fulfillment
Of the requirement for the
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(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
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MELAKA**

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LETTER OF TRANSMITTAL

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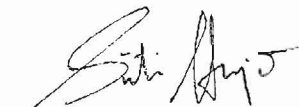
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE EFFECTIVE ELEMENTS OF THE IN-STORE DISPLAY TO STIMULATE PURCHASE OF APPARELLS AT METROJAYA MID VALLEY" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you.

Yours sincerely,



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Bachelor of Business Administration (Hons) Marketing

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
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“DECLARATION OF ORIGINAL WORK”

I, Siti Hajar Binti Mohd Kasim, (I/C Number: 811125-10-5148)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim have been distinguished by quotation marks and sources of my information have been specifically acknowledged

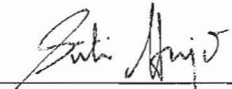
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ABSTRACT

As we know maintaining a loyal customer is easier than gaining a new customer so most retailers are now starting to realize that the in-store displays are important in attracting customers. When a retailer presents their merchandise by putting it on a display, their goal is to turn store traffic into shoppers and shoppers into buyers. The success of the retailer depends on the kind and quality of display that they used.

The purpose of this study is to analyze the effective elements and relationship between the in-store display and purchase of apparels at Metrojaya Mid Valley. Besides that the researcher would like to know the purchase probability that customers would make based from the in-store display. The data come from a study of 100 respondents who walk into the departmental store and view the display. The variables are merchandise, shelf or display area, props, lighting, copy cards and purchase probability. A non probability sampling technique and judgment sampling has been chosen to use. Data is analyzed using SPSS software by frequency and spearman rank order correlations. From the findings, majority of respondents perceive that the elements of the in-store display effective and highly effective. A good possibility of apparels purchasing would be made by respondents based from the in-store display. Finally, there is a moderate strength of significant relationship between the in-store display and purchase of apparels.